



## CALUM TANSLEY

LandTech may have started small, but they're a model of success and rapid growth. In just four years, their original four became 100 people. In November 2021, at the IE NextGen program event "Tech in Real Estate: Succeed in the New Era of Property," they told their story.

LandTech provides software solutions that streamline the development process and facilitate faster closure of deals by providing technical information on possible development locations, outlining each site's potential. Such proactive searching of opportunities, combined with a deliberately user-friendly interface, has made LandTech the one-stop-shop for site appraisal.

At the event, LandTech Sales Manager Calum Tansley explained that property professionals can make informed decisions based on ownership, planning, environmental, value and price data. This is, he summarized, thanks to the intuitive and comprehensive presentation of what is otherwise complex information.

Calum Tansley's story of how the idea for LandTech came about demonstrated that, like many startups, it sprung from a real-life experience. Looking for land on which to build his own house, co-founder Andrew Moist realized how complicated finding land is, and came up with an idea for the Wikipedia for land. He clearly hit on a niche with potential for growth, as four years later they're already selling in the United States and Australia.

Four years later, LandTech hires profiles across various functions. "We look at a candidate's characteristics, looking for curious, intelligent people with emotional intelligence who understand how the industry works," Tinsley explained. "If you're a software engineer, it's different. We have some real geniuses who have developed an ideal product."

A lot has changed during LandTech's short life. The COVID-19 pandemic has changed the office model for many companies, making retention of the culture they've endeavored to build more difficult, for example. In line with their own innovative business, they're looking into repurposing their office space into a multi-use environment that will ameliorate some of the expense of being based in London.

But Andrew Tinsley has no doubt he's in the right place. "You have to figure out what your passion is and go ahead with it. You have to take a risk," he asserts. In LandTech's case, that risk has paid off in spades.